



2021 Recap

2022 YTD Recap

Capital Projects





Who is ASM Global?

- The world's largest private management company of municipal owned venues
- Partners with the City of Branson since 2014 to manage all aspects of the Branson Convention Center.
- Focused on a mission to enhance city-wide economic impact through efficient, safe operations of this city of Branson owned asset.



CONNECTING THE WORLD THROUGH LIVE EVENTS



98 CONVENTION CENTERS
& EXHIBITION HALLS

23M⁺ SQUARE FEET OF
EXHIBITION SPACE



KUALA LUMPUR
CONVENTION CENTRE



McCORMICK PLACE[®]
CHICAGO



HUNTINGTON
PLACE



SYDNEY



Pennsylvania
Convention Center
PHILADELPHIA



MOSCONE CENTER

GLOBAL PRESENCE & REACH PROVIDES UNLIMITED OPPORTUNITY



INTEGRATED NETWORK OF VENUES ACROSS 5 CONTINENTS:

25 STADIUMS | 109 ARENAS | 87 CONVENTION CENTERS | 79 THEATERS | 26 MUNICIPAL & SPECIAL USE

SAVOR...



Integrated culinary expertise, delivering a complete experience anywhere in the world

- As ASM Global's culinary arm, SAVOR delivers unparalleled culinary services that drives profitability and overdelivers when combined with our venue management for a 360° solution
- Proven to drive year-over-year revenue growth by implementing cashless mobile ordering systems and new menu concepts
- On-going commitment to sustainability ranging from robust local purveyors programs to rooftop urban gardens, industry-leading waste management programs to shared community crops that establish a positive, long-lasting impact
- In-market partnerships enhance culinary communities and offerings by providing opportunities to showcase local flavors and brands

ENRICHING THE GUEST EXPERIENCE
ENHANCING THE BOTTOM LINE





2021 Year End Recap



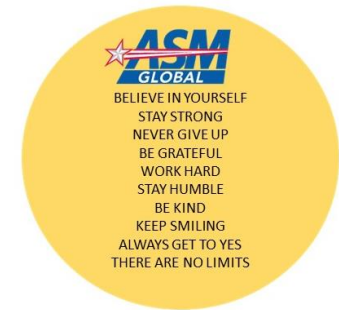
Recap 2021 Highlights and Lowlights Summary

Highlights

- **Utilized Marketing Fund-** gain or retain **13 events**
- **Beat Budget** Bottom Line by **\$220,760**
- **Beat Budgeted** Revenue by **\$98,011**
- **Reduced** Overall Expenses by **(\$122,749)**
- **25 additional** event days than budgeted
- **26,259 additional** attendees than budgeted
- Team sales approach **successful** with Chamber/CVB, Branson Convention Center and Hilton Sales Teams
- **Team member recognition** program -AwardCo and Gold Coin Program

Lowlights

- **\$1,144,609** in **lost revenue** due to Covid cancelations
- Full-time and Part-time **staffing challenges**
- Supply Chain **inventory and delivery challenges**
- **Food Cost Increases** from manufacturers and distributors
- **Increased costs** of doing business



RECAP Year-end 2021 CUSTOMER SERVICE SURVEY SCORES

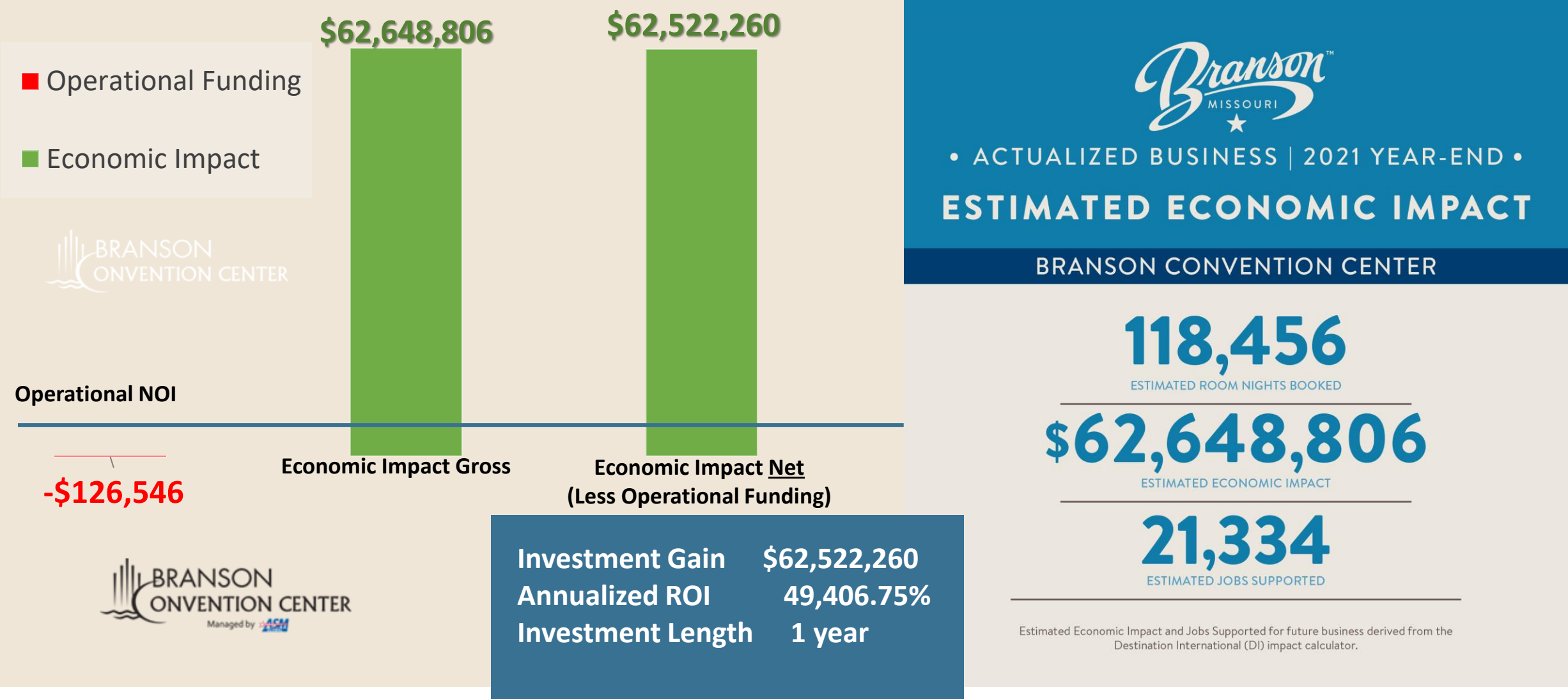
CUSTOMER SERVICE SCORES

The BCC continues to bring world class service to our clients

- Sales and Events Job Knowledge: **90%**
- Professionalism: **91%**
- Courtesy of building staff: **96%**
- Cleanliness of Facility **96%**
- Quality of Food and Beverage Services **95%**
- Overall Satisfaction **90%**
- Prior to hosting event **85%** and after event **90%**



Recap 2021 Operating Deficit vs. 2021 Indirect Economic Impact



Branson Convention Center Economic Impact Detail

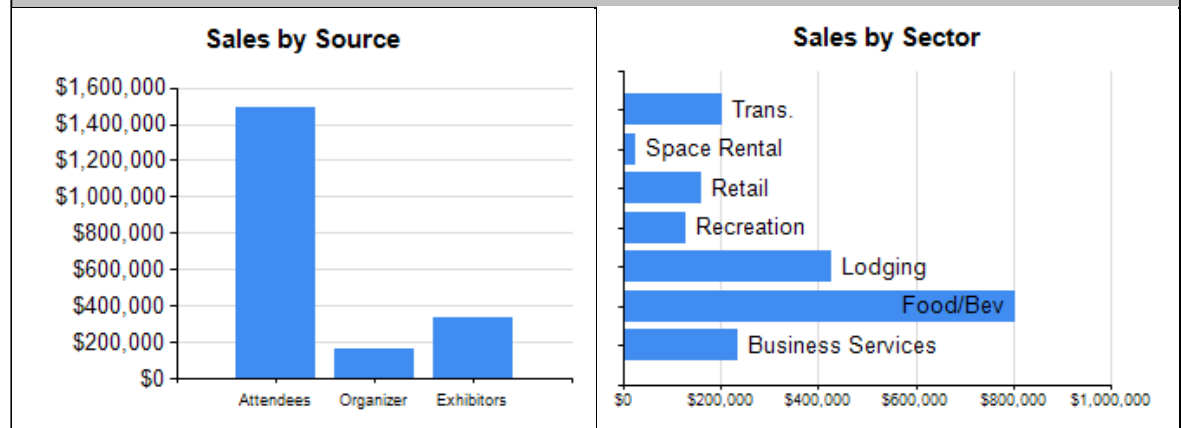
Example

Event Impact Summary

Destination: Branson Lakes Area Convention & Visitors Bureau

Event Parameters		Key Results	
Event Name:	Crappie Expo 2020 - 10,000	Business Sales (Direct):	\$1,986,284
Organization:	Mr. Crappie	Business Sales (Total):	\$2,912,756
Event Type:	Convention	Jobs Supported (Direct):	1,218
Start Date:	10/30/2020	Jobs Supported (Total):	1,344
End Date:	11/1/2020	Local Taxes (Total):	\$111,109
Overnight Attendees:	6300	Net Direct Tax ROI:	\$55,427
Day Attendees:	1300	Estimated Room Demand:	6,232

Direct Business Sales



Industry	Attendees	Organizer	Exhibitor	Total
Lodging	\$411,290	\$15,856	\$0	\$427,146
Transportation	\$141,324	\$10,571	\$52,174	\$204,068
Food & Beverage	\$649,283	\$40,000	\$116,322	\$805,605
Retail	\$161,660	\$0	\$0	\$161,660
Recreation	\$127,432	\$0	\$0	\$127,432
Space Rental	\$0	\$0	\$24,443	\$24,443
Business Services	\$0	\$98,086	\$137,844	\$235,929
TOTAL	\$1,490,990	\$164,512	\$330,782	\$1,986,284



Methodology

- All numbers calculated are based upon information given from contracted groups at the BCC and are estimates calculated by the Branson Chamber/CVB utilizing DMI Industry Calculations
- Overnight Visitors are defined as- Number of visitors staying at least one night in paid accommodations
- Model uses attendees rather than hotel nights for accuracy as some attendees do not book within the group room block
- An overnight attendee staying multiple nights is counted as one attendee, as the model assumes a length of stay for all overnight attendees. This length of stay depends on the type of meeting and the length of the event. Overnight attendees will directly affect metrics like rooms booked and accommodation taxes
- Attendees staying either at home or in nonpaid accommodations are treated as day attendees





2022 Year to Date Jan-May Recap



HIGHLIGHTS Q1 Jan-May 2022

Highlights from Q1 2021:

- **FUTSAL:** Soccer Tournament – 2 weeks in January Boys and Girls weekends exceeded attendance numbers 4,000
- **American Quilter's Society Convention:** 25,000 quilters from around the region. Attendance beat Daytona Beach
- **Conklin Convention:** “Best Convention Ever”, Charles W. Herbster. Highly attended, exceeded expectations during a difficult time.
- **Rendezvous South:** Meeting planner tradeshow 150 meeting planners from around the Southern US. Partnered with Convention South Magazine
- **MONASP State Archery Tournament:** 13,000+ in attendance, most successful tournament in recent history.



American Quilter's Society

CONKLIN®

Conklin Company Inc.

March 16, 2022

Dear Branson Convention Center,

Sam Voisin and his core team at the Branson Convention Center are like **family**. At Conklin, we look forward to working with them on a united goal to make **the best experience possible** for our attendees. 2022 Conklin National Convention was, as our Distributors tell us, **"The Best Ever!"** Each year, we are able to top the last, and Sam's team surpasses our expectations, from planning to final post-con meeting. The team is constantly **aware and anticipating** needs in the front and the back of the house, and has definitely mastered flexibility; their ability to turn on a dime and push forward with **their best**, helps our program run smoothly. Even when there were challenges with staffing and supplies, Sam told us, **"Everyone carries a tray."** That is exactly what happened this year; not one hand was idle in order to **create and execute a successful event**. We absolutely appreciate the attention to detail and the hearts and smiles behind each job. Conklin Company has had our National Convention in Branson since 2010. Branson has been good to us for 12 years – the community and the venue are a great fit for us, and **the Branson Convention Center Team is outstanding**.

The Branson Convention Center knows how to work hand-in-hand with an organization to create an event to remember.

Charles W. Herbster
Conklin Co, Inc. Owner, President, & Chief Executive Officer



Recap: Actual 2022 YTD Jan-May vs. 2022 YTD Budget

Governmental Accounting

	2022 Actual YTD Jan-May Total	2022 Budgeted YTD Jan-May Total	2021 Actuals YTD Jan-May Total
Adjusted Gross Income	\$1,422,778	\$1,239,151	\$891,640
Total Indirect Expenses	\$1,533,771	\$1,379,361	\$1,285,103
Net Income (Loss) from Operations	(\$110,993)	(\$140,210)	(\$393,463)

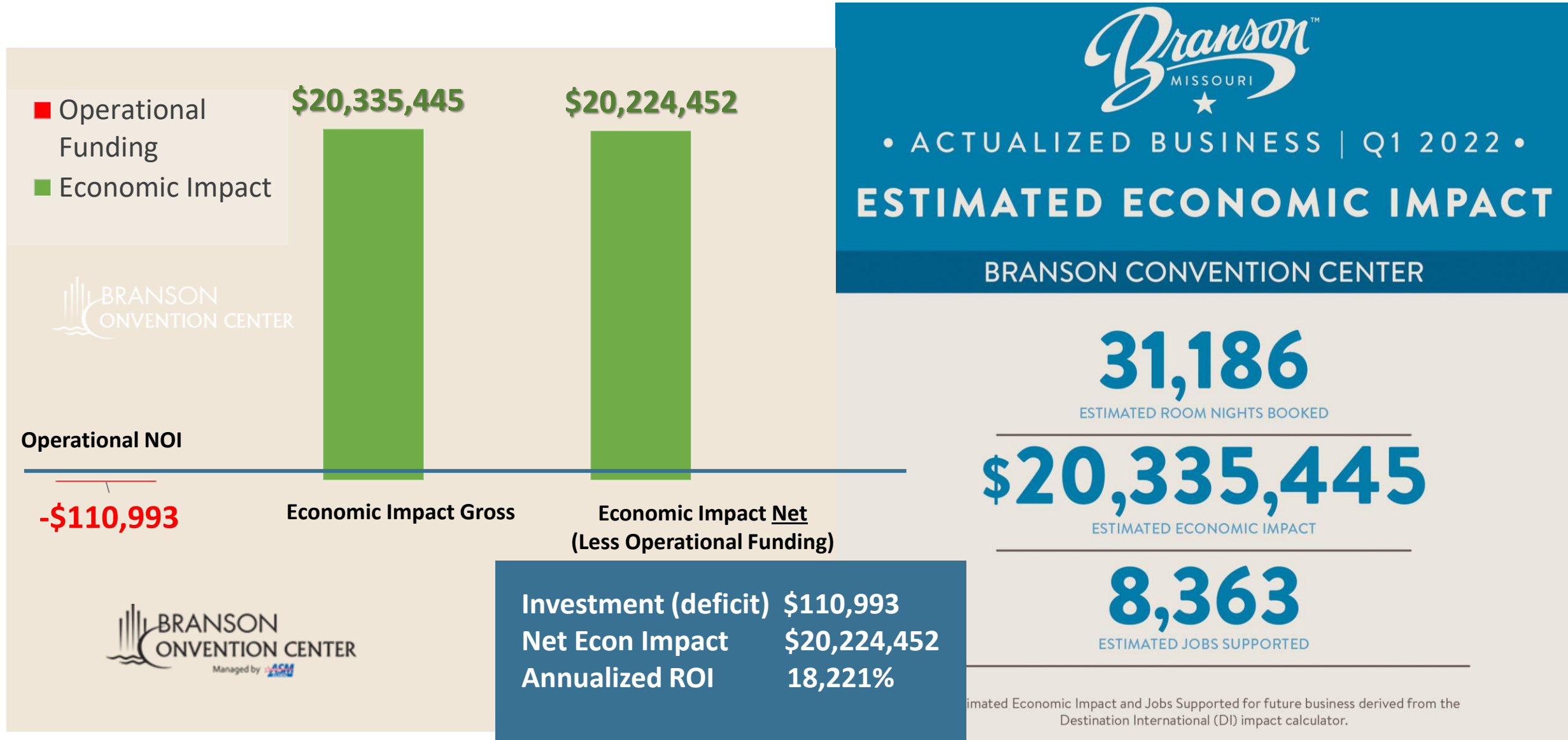
- **\$29,217 NOI better than bottom line budget**
- **\$183,627 higher revenue vs budget**
- **\$154,410 less expense vs budget**

Performance Accounting

	2022 Actual YTD Jan-May Total	2021 Budgeted YTD Jan-May Total	2021 Actuals YTD Jan-May Total
Adjusted Gross Income	\$1,422,778	\$1,239,151	\$891,640
Total Indirect Expenses	\$1,278,698	\$1,379,361	\$1,285,103
Net Income (Loss) from Operations	\$144,080	(\$140,210)	(\$393,463)

Marketing Incentives
\$255,073 (deducted from operational expenses)

Q1 2022 Operating Deficit vs. 2022 Indirect Economic Impact



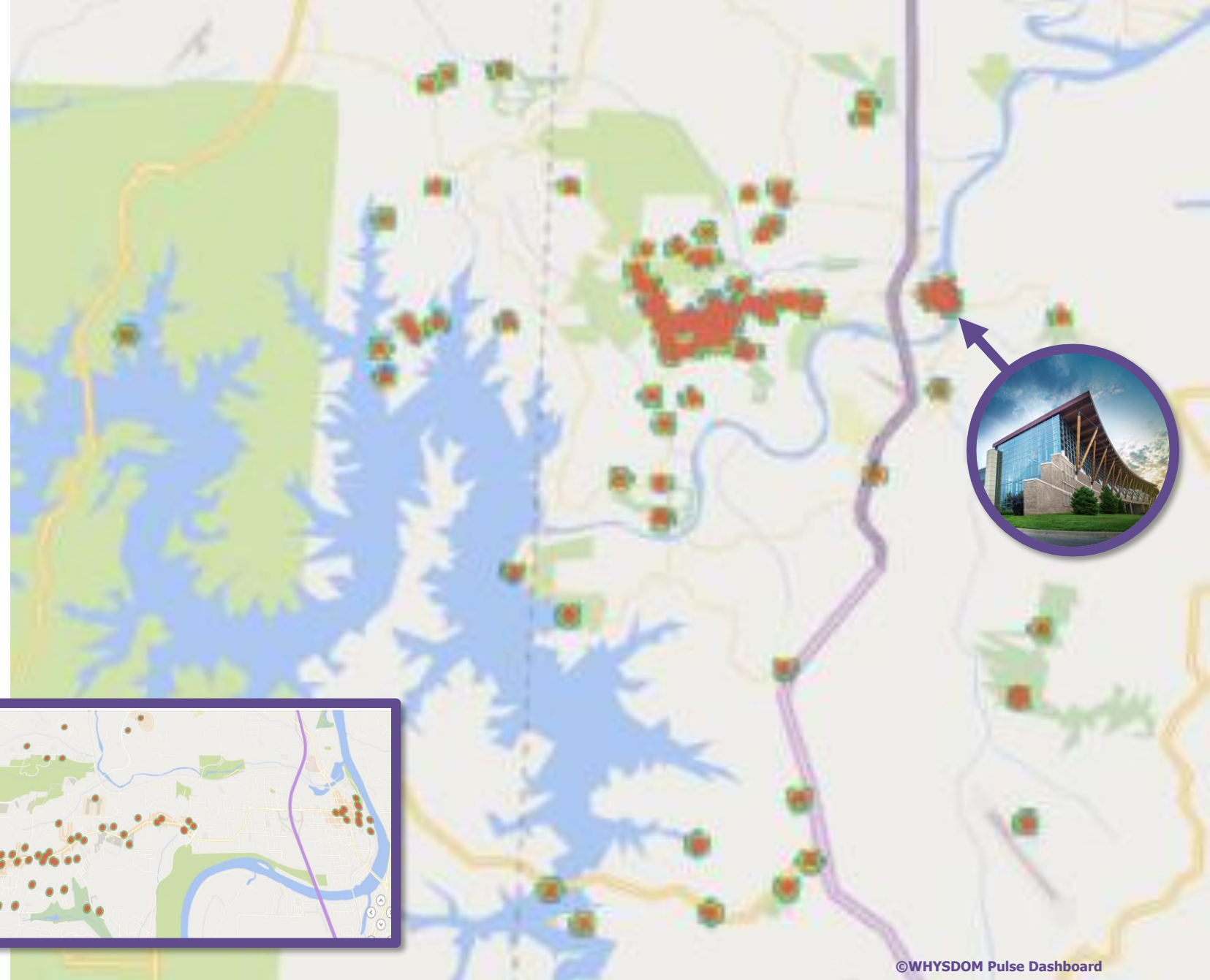
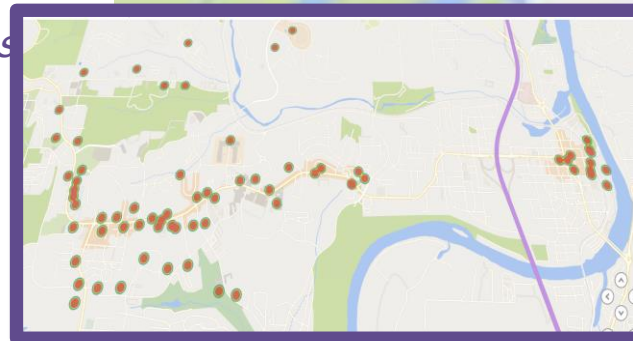
VISITATION ANALYSIS

210,000+

Unique Visitor Impact— 126 Branson Chamber & CVB Business Locations

- **BCC visitors went to key business locations during their stay in Branson** (*theaters, hotels, attractions, restaurants, shopping, golf, etc.*)

WHYSDOM Data Analysis Nov 2018 – July 2021. Multiple visits by the same person are classified as one unique visitor



©WHYSDOM Pulse Dashboard



2022 Capital Projects



2022 Capital Projects

2022 Branson Convention Center - Capital Needs

Priority	Project	Estimated Cost	Description	Reason	Result if not replaced
P1	Security Camera Upgrade	93,088	Replace of cameras with IP / City requests Vercada	Life Safety / Security	No Archiving / shared viewing capabilities
P1	Audio system replacement	43,000	Replace all Audio equipment and key pads	Life Safety / Customer Use	No Audio for Evacuation/Client PA
P2	Boiler tank replacement	66,000	Replace leaking water storage tanks	Inoperatable 50% capacity	no water
P2	HVAC Motor VFD drives x5 Bad	32,000	VFD drives are 14 years old / non functional	Engineering / Infrastructure Efficiency	Expensive Repairs/No efficiency
P1	Replace stairs on south garage	34,000	Stairs are structural issue , rusted and deteriorated	Life Safety / Cosmetic	Liability
P2	Replace bad Evap. Coils / Kitchen Cooler	8,000	Coils are leaking / degraded for vegetables over time	Safe food product / more efficient	loss of product
P2	Elevator repair	20,531	Elevator in Exhibit hall B , Hydraulic pump is going bad	replace with a new pump and motor	Elevator will stop eventually
P1	Data and Phone Servers	40,970	Replacement of Servers (2014)	End of life 12/31/2021	No phones or tech support
P1	Parking Garage Stairwell Fencing	\$62,000	Sand blast and coat North Parking Garage Stairwell Fencing	Poor aesthetics, customer experience	Customer Complaints

<u>Total P1 and P2</u>		<u>Priority 1 Costs</u>		<u>Priority 2 Costs</u>	
Total 2022 Capital Expenses	399,589	\$	273,058	\$	94,531
Current Capital Fund Total	349,000	\$	349,000	\$	349,000
Total after expenditures	-50,589	\$	75,942	\$	254,469

2022 Capital Requests: Priority 1



Item: Audio System Replacement

Cost: \$43,000 **Awarded- targeted completion end of July**

Critical for life safety, dual usage of this system is for evacuation messaging and client PA audio. This is the original system with no ability to repair as parts are obsolete. New equipment will be the same brand as it has been dependable equipment for the amount time it was in operation .



Item: Data and Phone Server Replacement

Cost: \$40,970 **Obtaining Quotes- target completion Q4**

Current Data and Phone Server is end of life. All computer and phone systems operate within this equipment. Critical to operations and business.



Item: Security Camera System Upgrade

Cost: \$93,088 **Completed**

Critical for life safety and security, upgrades to existing system will allow for longer archiving, better picture quality, and enhanced capabilities. Verkade Camera System Upgrade will allow Branson Police Department access 24/7/365

2022 Capital Requests: Priority 1

Item: **Parking Garage Sky-bridge Resurfacing**

Cost: **\$2,000** **Completed**

Critical for life safety, The existing surface is worn and metal areas are exhibiting rust. Existing smooth surface due to wear has caused potential for liability due to slip and fall. Protection from salt, de-ice.



2022 Capital Projects: Priority 1

Item: **Garage Stairs Replacement**

Cost: **\$35,000** **Awarded- targeted completion beginning of August**

Critical for life safety, The existing stairs are rusted and degraded to possible future failure. New stairs will be fabricated concrete stairs with coated metal inside the concrete



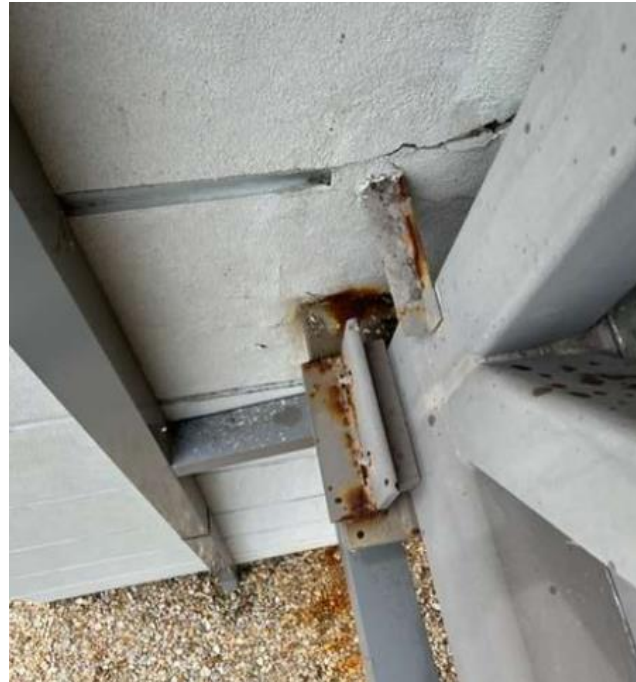
2022 Capital Projects: Priority 1

Item: **Parking Garage Sky Bridge Connection**

Cost: **TBD**

Currently Researching

Critical for life safety, The skybridge connection to the parking garage appears to have surface rust. Cracking stucco is evident due to settlement. City of Branson Engineering/Public Facilities is monitoring and inspecting. No current public safety threat.



2022 Capital Projects: Priority 1

Item: **Parking Garage Stairwell- Sand Blast/Paint**

Cost: **\$65,000 – Est. Obtaining Quotes- target completion Q3**

Poor aesthetics, customer experience, The existing stairwell fencing and railing exhibiting surface rust. Need to sand blast and coat to impede future degrade.



Thank you for continued
support of the
ASM Global Team!

